OCT 1 2 2010 BY THE UNITED STATES PATENT AND TRADEMARK OFFICE

Customer No.: 35,554 In re the Application of: **Confirmation No.:** 9987 Ronald A. KATZ Group Art Unit: 2614 Serial No.: 10/724,330 Examiner: Woo, Stella Filed: November 26, 2003 **Docket No.:** 6046-101N8 For: COMMERCIAL PRODUCT **ROUTING SYSTEM WITH VIDEO** Office Action mailed: April 2, 2010 VENDING CAPABILITY

Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

AMENDMENT AND RESPONSE TO OFFICE ACTION

Dear Sir:

In response to the Office Action dated April 2, 2010, please amend the above-identified patent application as follows:

Amendments to the Claims are reflected in the listing of claims, which begins on page 2 of this paper.

Remarks/Arguments begin on page 9 of this paper.